

L.A. TOUR GUIDE ASSOCIATION CODE OF ETHICS

January 2018

A PROFESSIONAL TOURIST GUIDE SHALL...

- 1. BE KNOWLEDGEABLE, ENTHUSIASTIC AND POLITE:** A professional tourist guide provides a skilled, knowledgeable presentation; informs, interprets and highlights surroundings, maintains objectivity and enthusiasm in a courteous and polite manner.
- 2. DISTINGUISH FACT FROM MYTH:** A professional tourist guide ensures that all information presented is factual, and makes a clear distinction between what is true and what are stories, legends and opinion.
- 3. PROVIDE EXCELLENT CUSTOMER SERVICE:** A professional tourist guide's primary goal is customer satisfaction. He/she strives to assist clients, establishes a friendly and helpful rapport, and remains calm and courteous in their presence. A professional tourist guide refers clients to other businesses based upon which quality establishment will best serve the client's interest. She recognizes that gratuities are an optional expression of appreciation. A professional tour guide accepts each tour as a serious commitment, and cancels only when absolutely necessary, providing as much advance notice as possible.
- 4. STAY INFORMED:** A professional tourist guide/director keeps current on changes throughout the area s/he works, including but not limited to seasonal events, new exhibits, operating schedules, construction and development of facilities, the opening and closure of businesses, and changes to traffic laws.
- 5. BE PREPARED, ON TIME AND TIMELY:** A professional tourist guide is prepared for each tour when the itinerary is furnished in advance; reports on time and is responsible for the smooth, safe, efficient and timely movement of the tour. S/he effectively manages all elements which are within the guide's control.
- 6. MAINTAIN A RESPECTFUL, APPROPRIATE NARRATIVE:** A professional tourist guide is sensitive to the interests and values of the tour group and does not share his/her personal views on controversial subjects such as religion, politics or lifestyles. S/he strives to maintain a safe, appropriate and respectful environment for all attendees and is mindful of age, gender, sexual orientation, and cultural nuances.
- 7. BE LOYAL TO THE COMPANY:** A professional tourist guide maintains loyalty to the company for whom s/he provides service and is mindful of the company's best interest. S/he protects the confidentiality of proprietary information and does not solicit from clients without the prior consent of the company.
- 8. RESPECT COLLEAGUES:** A professional tourist guide cultivates a positive relationship with fellow guides, service providers and partners along the tour route. A professional tourist guide is respectful of all individuals and companies in the local tourist industry with whom s/he has contact. S/he respects the intellectual property of other guides and does not use another guide's commentary or technique without permission.
- 9. APPEAR PROFESSIONAL:** A professional tourist guide dresses appropriately for the type of tour being conducted. S/he adheres to a professional standard of grooming and personal hygiene. The tourist guide uses discretion in the conduct of his/her personal affairs while in the presence of clients.
- 10. EXHIBIT GOOD CITIZENSHIP:** A professional tourist guide exhibits good citizenship. S/he abides by all local, county, state and federal ordinances and laws pertaining to business operation, traffic and employment, as required in the greater Los Angeles area. S/he follows the rules and regulations of all sites where tours will be conducted.